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321 WEST 44th STREET

NEW YORK CITY, U. S. A.

JOHN BARRYMORE THE MAD GENIUS

with MARIAN MARSH and CHARLES BUTTERWORTH

SYNOPSIS

(Not for Publication)

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Because he is a cripple, Tsarakov himself is unable to be the dancer that he yearns to be but is determined to accomplish this with Fedor, a small boy he has rescued from the abuse of the lad's foster father during his travels with his marionette show. He is successful and with the financial aid of Count Renaud soon becomes the impresario of a highly successful ballet, with Nana and Nana Carolyne, a young girl and Serge Bankieff, his drug-addicted ballet master, heading the troupe.

Through Renaud, Tsarakov learns that Fedor is in love with Nana. He opposes this because he thinks Fedor's mind will not be on his dancing, and he has great things planned for him. To this end, he tries to rid himself of Nana. Fedor, by chance, overhears the conversation when Tsarakov dismisses Nana, telling her she must forget Fedor as he is an artist and must never be in love. Fedor breaks with Tsarakov and leaves for Paris with Nana.

Karimsky, Tsarakov's assistant, points out to him that Fedor's contract calls for eight years more. In Paris Fedor is now with the Paris ballet, but Tsarakov ends his chances there by his threat of suit. When the ballet arrives in Paris, Nana realizes that Fedor would never be happy away from Tsarakov. She decides to give him up for his own good and go with Renaud. When Fedor learns of this, he attempts to kill Tsarakov but Tsarakov tricks him into returning to the ballet. Fedor becomes a great genius of the dance, but extremely temperamental and difficult to manage, while Nana makes the best of it with the pleasant Renaud.

When Tsarakov's ballet reaches Berlin where Nana lives, she and Renaud go to the theatre. Fedor sees her in the audience and weakens, but because of Tsarakov's uncanny control over him, he consents to go on with the new dance called "The Idol." The idol is a huge image made of paper and wood, of which Bankieff, the ballet master, has often complained because it was not real. Suddenly, drug-crazed, he attacks the image with an axe and Tsarakov rushes to the rescue of his idol.

When Fedor, in his dance, finally unveils the image, it is not the inanimate thing of paper and wood but the body of Tsarakov who has been murdered by Bankieff—now quite mad—as he had so often threatened to do. With pandemonium reigning in the theatre, Fedor is held spellbound by the ghastly sight, but finally finds Nana. Seeing them reunited, Renaud leaves with Karimsky, knowing he has lost his Nana forever.

GENIUS OF THE SCREEN



Cut No. 15
Cut 30c

Hailed as the dramatic highlight of the current week's screen presentations, John Barrymore in "The Mad Genius" is attracting crowds to the Theatre. Barrymore's characterization is said to top even his widely-applauded role in "Svengali," his previous hit. The star portrays a famed ballet master with an obsession to infuse his desires and characteristics into another man's soul.

THE CAST

TSARAKOV—Club-footed, half mad genius, who trains the outcast lad Fedor, to dance as he himself might have done had he not been a cripple. **JOHN BARRYMORE**

NANA—Young and lovely dancer, banished by Tsarakov from his ballet when he finds out that Fedor loves her. **MARIAN MARSH**

FEDOR—Poor lad into whom Tsarakov pours his own genius for the dance; lover of Nana. **DONALD COOK**

PRESKOYA—Discarded mistress of Tsarakov. **CARMEL MYERS**

KARIMSKY—Timid and eccentric follower of Tsarakov who acts as the great man's secretary. **CHARLES BUTTERWORTH**

SERGE BANKIEFF—Drug-crazed ballet master of Tsarakov who finally murders him. **LUIS ALBERNI**

RENAUD—Rich man who takes Nana after Tsarakov has banished her from Fedor. **ANDRE LUGET**

FEDOR'S FATHER—Who beats the lad causing Tsarakov to kidnap him. **BORIS KARLOFF**

FEDOR AS A CHILD—Abused by his father, Tsarakov takes him away as his own. **FRANKIE DARRO**

OLGA—A dancer in the Tsarakov ballet. **MAE MADISON**

ROUTINE STORY

(The story contains all the important facts about "The Mad Genius." Release it to all newspapers several days before the opening of the engagement.)

John Barrymore will be seen at the Theatre next in "The Mad Genius," a Warner Bros. production — and the most superb of all his starring vehicles.

Mr. Barrymore again chooses radiant Marian Marsh as his leading lady as he did in his previous picture, "Svengali" — in which she played the role of Trilby, and incidentally won acclaim of critics and public everywhere. Miss Marsh, who is but seventeen, creates a flowerlike and wistfully lovely character in "The Mad Genius," that of Nana the dancer.

Mr. Barrymore is Tsarakov — the mad genius — a man whose club foot has made him as bitterly introspective as King Richard was on account of his deformity. Tsarakov travels from town to town with a marionette wagon show, and one night, Fedor, a peasant's child, rushes into the tent to escape from the lashing of his brutal father.

Tsarakov suddenly has an inspiration. He will kidnap the boy—train him as a dancer—and, through him—enjoy vicariously the applause which he craves, but which the fates have denied him.

The boy Fedor, under Tsarakov's tutelage grows to young manhood and is acclaimed as the greatest dancer of all time. He leads master Nana, of which Tsarakov is the impresario, and the ballet is Nana, whom Tsarakov discovers is loved by Fedor. Believing that the youth's genius will be cramped by her, he schemes to get rid of the girl.

Believing that she is actually standing in Fedor's way — she goes at the instigation of Tsarakov, to Berlin with a rich man who has admired her. Fedor discovers the perfidy of Tsarakov and leaves him. Hurt to the quick by Fedor's desertion the old man makes it impossible for him to get work at his profession.

Tsarakov finally makes the youth believe that Nana does not love him, and in desperation, Fedor again comes under his evil spell and dances in the ballet.

How Fedor and Nana again meet — how the mad Bankieff kills Tsarakov in the moment of his highest triumph — and many other thrilling dramatic moments make of "The Mad Genius" a picture of tremendous and entrancing power.

Others in the cast are Donald Cook as Fedor—Charles Butterworth as the eccentric secretary of Tsarakov—Luis Alberni as the insane Bankieff—Andre Luget, Boris Karloff, Frankie Darro as the boy Fedor, and Mae Madison. The play is by Martin Brown. J. Grubb Alexander and Harvey Thew did the adaptation and Michael Curtiz directed.

John Barrymore magnificently portrays the strangely ominous personality of Tsarakov. The actor who was the greatest Hamlet of the generation, worthily follows his former characterizations, as "The Mad Genius." No lover of great acting should miss his last and most sensational portrayal—Tsarakov—the man who in frantically seeking to find his life—loses it.

WHO'S WHO

JOHN BARRYMORE—Star of stage and silent screen. On the talking screen in "Don Juan," "Show of Shows," "General Crack," "The Man From Blankley's," "Moby Dick," "Svengali" and "The Mad Genius." Born in Philadelphia, Pa.

MARIAN MARSH—Brilliant seventeen-year-old discovery. On the screen in "Svengali" with Barrymore, "The Road to Singapore" with William Powell, "Five Star Final" with Edward G. Robinson and "The Mad Genius" with Barrymore. Born on the Island of Trinidad.

DONALD COOK—Broadway stage. On screen in "Party Husband," "Side Show," "The Public Enemy" and "The Mad Genius." Born in Portland, Ore.

CARMEL MYERS—On screen in many pictures, including "Broadway Scandals," "The Ship from Shanghai," "Girl from Rio," "The Ghost Talks," "Svengali" and "The Mad Genius." Born in San Francisco, California.

CHARLES BUTTERWORTH—Broadway musical comedy stage and vaudeville. On the screen in "The Life of the Party," "Illicit," "The Bargain," "Side Show" and "The Mad Genius." Born in South Bend, Ind.

LUIS ALBERNI—Broadway stage. On screen in "Santa Fe Trail," "Svengali" and "The Mad Genius." Born in Spain.

BORIS KARLOFF—Celebrated on stage. On screen in many pictures, among them being "Little Wild Girl," "Two Sisters," "Phantoms of the North," "The Criminal Code," "Smart Money" and "The Mad Genius." Born in London, England.

FRANKIE DARRO—Famous child actor. On screen in "Judgment of the Hills," "The Desert Pirate," "Little Micky Grogan," "When the Law Rides," "Terror Mountain," "The Circus Kid," "Idaho Red," "Trail of the Horse Thieves," "The Rainbow Man," "Blaze o' Glory" and "The Mad Genius." Born in Chicago, Illinois.

MAE MADISON—Star pupil Warner-First National School of Acting. On screen in "Sunny Side Up," "Bought," "The Bargain," "Expensive Women" and "The Mad Genius." Born in Los Angeles, California.

ONE OF THE YEAR'S GREAT

ASTOUNDING! UNBELIEVABLE!

UNFORGETTABLE!



His Mad Creed—
“Love murders
genius! Wipe her
out! There isn't a
woman alive who
wouldn't deceive
and hurt the man
who loved her—
nor the man she
loves—for a price.”

JOHN BARRYMORE

As a madman he will turn your blood to ice — As a genius he will astound you — As a master he will thrill your soul as never before in

The MAD GENIUS

with MARIAN MARSH

marvelous, lovely and growing lover with every stellar success — and

CHARLES BUTTERWORTH
DONALD COOK

CIRCLE

A WARNER BROS. & VITAPHONE PICTURE



Flashes Of Brilliant Russian Ballet Shown In “The Mad Genius”

(Advance—Plant 5 Days Before)

Impressive flashes of a brilliant new ballet, lighten the glamorous scenes of “The Mad Genius” the Warner Bros. picture starring John Barrymore, which opens..... at the..... Theatre..... next.

The stirring music of the ballet is by the gifted Russian composer, Mosolow. When Mr. Barrymore accepted the role in “The Mad Genius” he said he hoped that Adolph Bolm could be found to take charge of the ballet arrangements and scenes. Bolm was in Hollywood at the time, although Barrymore did not know it, and was secured for the necessary weeks of rehearsal and production.

The “Ballet Mechanic” and “The Factory” are two of three dances which Mr. Bolm originated for this picture. The great “Idol” ballet which climaxes the film is even more spectacular than the mechanical one. Only flashes of any of these are shown on the screen, but for them Warner Bros. financed and trained a huge Russian Ballet.

Marian Marsh, Charles Butterworth, Donald Cook, Carmel Myers, Luis Alberni, Boris Karloff and many others are in the cast of “The Mad Genius.” Michael Curtiz directed.

Barrymore Aided By Former Master Of Imperial Ballet

(Advance—Plant 3 Days Before)

Seventy Hollywood dancing girls can add to their lists of qualifications when applying for work in the future, that they studied under Adolph Bolm

master of the Russian Ballet.

The beauties figure briefly in atmospheric bits in John Barrymore's latest Warner Bros. picture, “The Mad Genius,” a thrilling story of the Russian Imperial Ballet, which opens..... at the..... Theatre..... next.

When it became known that dancers were wanted for the ballet scenes in “The Mad Genius” and that Bolm—who, as master and special artist with the original Imperial Ballet, won international renown would train them—the casting offices of the studio were literally swamped. More than seven hundred girls applied for the seventy places. Two weeks of intensive rehearsal preceded picture work.

Mr. Barrymore, as Tsarakov, impresario of the ballet, has one of the most unusual roles of his career. He is supported by Marian Marsh, Donald Cook, Charles Butterworth, Luis Alberni and many others. Michael Curtiz directed.

Mae Madison Charms As “Mad Genius” Dancer

(Advance Reader)

Mae Madison, youthful contract player with Warner Bros. discovered less than a year ago in the Hollywood high school and one of the first pupils placed under the direction of Ivan Simpson in Warner Brothers-First National School of Acting—plays a charming role in John Barrymore's new picture, “The Mad Genius,” which comes to the..... Theatre..... next.

MOST UNUSUAL DRAMA THE SCREEN HAS KNOWN!



NOW PLAYING **GLOBE**

Cut No. 18 Cut 20c Mat 5c

SCREAM SPECIALIST DISPLAYS TALENT IN “MAD GENIUS”

(Current—Plant 4th Day)

Alice Doll is registered in Hollywood casting offices as a scream specialist. Her brand of scream recorded over the microphone better than those of any of several hundred other ladies tested by Warner Bros. for “The Mad Genius,” starring John Barrymore—the current attraction at the..... Theatre.

You will see Alice near the climax of “The Mad Genius,” when the audience is suddenly thrown into a panic by the sight of the distorted body of the fanatical dance impresario Tsarakov — played by Mr. Barrymore—on the stage before them.

As is usual in real life, there had to be one woman in that audience who exceeded and preceded all others in screaming. It was then that Alice was called into use, placed close to the microphones and coached by Director Curtiz as to when and how to let off steam.

“The Mad Genius” is a spectacular and melodramatic story of the Russian Imperial Ballet, with Marian Marsh, Donald Cook, Charles Butterworth, Luis Alberni, Carmel Myers and many others in support of Mr. Barrymore. The ballet scenes were made under the direction of Adolph Bolm, a former ballet master and solo dancer of the real Russian Ballet.

Diaghileff Of Real Imperial Ballet Is Basis For Picture

John Barrymore Coming In Warner Bros. Picture, “The Mad Genius”

(Advance—Plant 4 Days Before)

John Barrymore's latest Warner Bros. picture, “The Mad Genius,” in which he plays the part of Tsarakov, the tyrannic master of the Russian Imperial Ballet, opens..... at the..... Theatre..... next.

“The Mad Genius” which was adapted from a play by Martin Brown was directed by Michael Curtiz. The supporting cast includes Marian Marsh as leading lady—Charles Butterworth, Donald Cook, Luis Alberni, Carmel Myers and others of equal importance.

John Barrymore considers “The Mad Genius” his most dramatic vehicle. Based in some respects upon the life and work of Serge Diaghileff, world famous master of the Russian Ballet, the character is nevertheless a fictitious creation.

The brief ballet scenes, against which the powerful drama of “The Mad Genius” unfolds, were in charge of Adolph Bolm, one of Diaghileff's associates and himself one of the greatest ballet masters and dancers of modern times.

Real Barrymore Family Name Is Not Barrymore

(Current Reader)

The legal name of John Barrymore, now at the..... Theatre as the star of Warner Bros. “The Mad Genius” is not Barrymore but Blythe.

The name was taken by his father, the brilliant wit and actor, partly because at that period the profession was not held in the highest repute, and he did not wish to cause embarrassment to the dignified name of Blythe—and in all probability partly on account of the euphonious sound of Barrymore. The name has been distinguished not only by the star of “The Mad Genius” but by his brother Lionel and his sister Ethel. Mr. Barrymore is supported in “The Mad Genius” by the youthful Marian Marsh, who was also his leading lady in “Svengali.”

Barrymore Trophy Room Displays Dinosaur Egg

(Current Reader)

The trophy room of John Barrymore's Beverly Hills home contains many odd specimens—stuffed birds and fish—vertebrae of whales skin and skeleton of a five hundred and sixty pound swordfish—and, in the place of honor, the only dinosaur egg in existence outside of the one in the American Museum of Natural History in New York City. Mr. Barrymore is now at the..... Theatre in his latest Warner Bros. starring vehicle, “The Mad Genius.” His leading lady is the seventeen-year-old screen discovery, Marian Marsh, who also played opposite him in “Svengali.”

Last Two Performances of “Mad Genius” Today

(Current Reader)

“The Mad Genius,” the Warner Bros. picture starring John Barrymore, which has been drawing record crowds to the..... Theatre, will be seen for the last two times today. The role is the finest of Mr. Barrymore's career. Marian Marsh who was his leading lady in “Svengali” acts in the same capacity in “The Mad Genius,” causing much favorable comment on account of her youthful and marvelous ability. Miss Marsh recently appeared on the screen with William Powell and Edward G. Robinson.

Marian Marsh Is Rabid Football Enthusiast

(Current Reader)

Marian Marsh, now at the..... Theatre as leading lady to John Barrymore in his latest Warner Bros. starring vehicle, “The Mad Genius,” never misses a football game and is an eager spectator at polo matches and ice hockey games. The seventeen-year-old screen discovery of the year is essentially an outdoor girl, her favorite sports being tennis, skating, horseback riding and swimming. Indoor she plays pingpong and table croquet. She is also a backgammon enthusiast.

PICTURES! HIT HARD ON IT!

TOGETHER AGAIN!

Cut No. 14 Cut 30c Mat 10c



John Barrymore and Marian Marsh, who reached the heights of screen greatness in "Svengali," are together again in "The Mad Genius," the Warner Bros. picture at the Theatre.

Blunderbuss Collecting Is Hobby Of Barrymore

(Current Reader)

One of the hobbies of John Barrymore, now at the Theatre in "The Mad Genius," his latest Warner Bros. starring vehicle—is the collecting of firearms. He owns an elaborate and sinister assortment of duelling pistols, elephant guns, flint-locks, muzzle loaders, Maxim silencers, early blunderbusses and the latest Lugers. Miss Costello has accomplished Mr. Barrymore on many big game expeditions into remote parts of the world.

Lavish Settings Are Used In Melodrama "The Mad Genius"

(Current—Plant 2nd Day)

Elaborate and picturesque backgrounds are seen in John Barrymore's latest Warner Bros. production, "The Mad Genius," now showing at the Theatre.

Early sequences of the story show the star as master of a traveling marionette show. For this part of the story the Club Titerero, Hollywood's principal puppet shop, worked night and day for two months, building sets and puppets.

status for the few brief scenes in which the puppets actually appear.

Later incidents in the story take place against the elaborate background of European theatres in rehearsals and performances of the Russian Imperial Ballet where the half-mad impresario Tsarakov works out his demonic devices. Three complete ballets were trained by Adolph Bolm for these sequences. Although the dances and dancers appear only as atmosphere background for the story, three great theatre interior were constructed for these scenes.

Marian Marsh and Don Cook play the leading juvenile roles. Others in the cast are Carmel Myers, Charles Butterworth, Luis Alberni, Andre Luget, Boris Karloff, Frankie Darro and Mae Madison. Michael Curtiz directs.

Barrymore Considers Tsarakov, Of "Mad Genius," Finest Role

Warner Bros. Feature Comes To Strand Theatre On Next

(Advance—Plant 6 Days Before)

When John Barrymore first read the script of "The Mad Genius," his latest Warner Bros. picture, which opens at the Theatre next, he said it offered the kind of role that comes but once in a lifetime.

Tsarakov, the mad genius is indeed such a part—artist voluptuary, master mind and driving force, he dominates men and women by sheer force of will—bends fate to meet his needs and conquers all but the unconquerable human equation which eventually proves his undoing.

The story of "The Mad Genius" moves relentlessly to a tremendous climax built about the powerful personality of the one man, Tsarakov. Few moments in pictures have been so awe-inspiring as the last few hundred feet of film of "The Mad Genius."

Marian Marsh heads the supporting cast. Others are Charles Butterworth, Donald Cook, Luis Alberni and Carmel Myers. Michael Curtiz directed.

Marian Marsh, Known To The World As Big Screen Discovery Of The Year, Is Merely The Kid Sister To Her Family

Youthful Leading Lady To John Barrymore In "The Mad Genius," The Warner Bros. Film Now At The Strand, Owes Unaffected Simplicity To Her Mother Who Has Four Children In Films

By CARLISLE JONES

(Human Interest Story for No. 1 Paper)

Marian Marsh may be John Barrymore's leading lady so far as the public is concerned, but she is still playing kid sister roles at home. Members of Marian's family are no doubt properly impressed with her importance in the screen world because for the second time she has been chosen by Warner Bros. to play the lead opposite John Barrymore in "The Mad Genius" opening at the Theatre next, but they are individually and collectively, so busy keeping little Marian in her place in the home that they have no time to become excited about her.

MARIAN WAS VIOLET

The family name is Krauth but only the mother has seen fit to keep it in Hollywood, where euphony, astrology and numerology is each a vital factor in the selection of a screen cognomen.

Marian was born Violet Krauth. Her first appearance in pictures was under the name of Marilyn Morgan. When her contract with Warner Bros. was signed it was changed to Marian Marsh in order to conflict less with another Warner Bros. name, Marilyn Miller.

But Marian's brother Eddie kept the name of Morgan—a family name—and so did the older brother George, now nominally the head of this interesting family, since the father's death a few years ago. Marian's older sister, born Jean, adopted the name Morgan until convinced that a more fortunate com-

mon could be figured by the stars. The result is that she is now registered as Jeanne Fenwick—and better parts have come her way since the change.

The Krauth-Morgan-Marsh-Fenwick home is presided over by Mrs. Harriet Krauth, a tall, stately woman who successfully avoids being the typical movie mother by consistently staying away from the studios where her children work.

NO JEALOUSY HERE

She manages to keep a nice balance among her four ambitious youngsters, each struggling for recognition in the same industry. The fact that the youngest of the four has outstripped them all within a few months of her entry into the motion picture world isn't a matter of jealousy among them but neither has it been a signal for the others to give up their careers and wait upon their promising young sister.

With such a background Marian finds it difficult to become conceited over her own success.

"It seemed to me," she explained, "that I got a lot of scoldings during the making of 'Svengali.' I know both Mr. Barrymore and the director, Mr. Mayo, were worried about my having such an important part with so little experience, and some nights I was quite discouraged.

"At home I'd tell mother my troubles and cry a little sometimes. She was so sympathetic—and so were all the rest—that I'd go back the next day with renewed courage.

"In my second picture with Mr. Barrymore, 'The Mad Genius,' I decided that I was doing much better. People said such nice things to me after scenes that I often went home feeling quite cocky.

"Then mother, who had been so comforting, brought me back to earth with some such sound advice that I'd be meek as a lamb for days!"

Discipline within the confines of the family will undoubtedly prevent any immediate spoiling of the very young girl who is so patently destiny's darling. One would have to be very much more sophisticated and experienced than little Marian Marsh to hold to an exaggerated ego in the face of such candid mother, sister and brothers.

JEANNE WINS HONORS

"It is not fair," Mrs. Krauth explains, "to let Marian's success interfere with the efforts of my other

Daddy Goes A - Hunting After Filming "The Mad Genius"

(Current Reader)

After the strenuous weeks of filming of "The Mad Genius," the Warner Bros. picture now at the Theatre, John Barrymore and Dolores Costello left their year-old daughter, Dolores Ethel Mae, in the care of an army of trusted caretakers, and set sail for the Alaskan wilds in their one hundred and twenty foot Diesel schooner yacht, the Infanta. While in Alaska Mr. Barrymore shot several sizable bears, including a giant of the Kodiak breed. Miss Costello, who is an expert shot, also has some valuable trophies of the trip.

2nd GREAT WEEK

"YOU WANT TO BE A FAMOUS STAR?"

Come to my office 3 o'clock"

REXY



The Man Was Mad— But A GENIUS!

Here is drama in its final analysis— The ultimate in supreme achievement!

JOHN BARRYMORE

in the master performance of his lifetime

The Mad Genius

with

MARIAN MARSH

CHAS. BUTTERWORTH

Donald Cook

A WARNER BROS. & VITAPHONE HIT

Cut No. 9 Cut 40c Mat 10c

children to find places for themselves in the world. Neither was it fair to report that Jeanne pushed Marian into the spotlight because she realized she herself could never be a success. That was not true. Jeanne has done very well for a number of years and while she did everything to help Marian get started, like any big sister should and would do, she has not abandoned her own career. As Jeanne Fenwick she hopes now to get away from the story that she has given up hope for her own success.

There is no coddling of Marian in the family circle. She is the baby of the household but she is big enough to share in the common duty of keeping the household in order. She is expected to do her share of the housework. She is not above washing dishes on the maid's day out and until recently there was not always a maid to wash them on other days.

The Krauth invasion of Hollywood was a deliberate one of which the father approved. The family is English and came to Hollywood from Boston whence they had come from the British West Indies. There is the English atmosphere of quiet dig-

nity about the home in spite of the presence of four very spirited young people, each intent on winning recognition in the films.

MOTHER GUIDES

The mother rules them all with a firm hand. There is an austere quality about her—which seems to indicate that she considers motion pictures a serious business and that she will brook no lapse into careless habits on the part of her children.

Things often happen quickly in the motion picture world but in the case of Marian Marsh they broke all speed records. Out of comparative obscurity and from the very heart of an average family, she skyrocketed into national prominence as the actress chosen by Warner Bros. to play leading roles opposite John Barrymore in two important pictures. She has also been featured recently with William Powell in "The Road to Singapore" and with Edward G. Robinson in "Five Star Final."

Others in the cast of "The Mad Genius" are Donald Cook, Carmel Myers, Charles Butterworth, Luis Alberni, Andre Luget, Boris Karloff, Frankie Darro and Mae Madison. Michael Curtiz directed.

PLAZA



His supreme dramatic achievement—His outstanding contribution to posterity!

JOHN BARRYMORE madman—genius—master in The MAD GENIUS

with

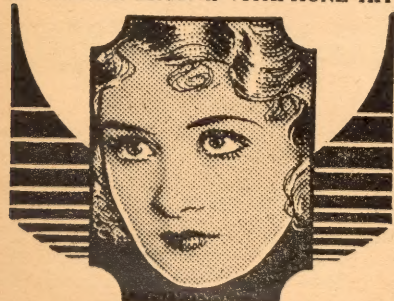
MARIAN MARSH

sharing the master's glory!

CHAS. BUTTERWORTH

Donald Cook

A WARNER BROS. & VITAPHONE HIT



Cut No. 6 Cut 30c Mat 5c

BARRYMORE FANS WILL HAIL

Barrymore, Tragedian And Great Lover, Has Yen For Burnt Cork

(Short Feature for No. 1 Paper)
You can, no doubt, picture John Barrymore playing "Hamlet," "Richard III," "Peter Ibbetson." You may remember him as "Beau Brummell" or as "Dr. Jekyll and Mr. Hyde," "Ahab," "General Crack" or "Svengali," and you will never forget him as Tsarakov, in Warner Bros. "The Mad Genius" which is playing now at the Theatre, but can you imagine him doing an impersonation of Ben Turpin?

BARRYMORE AS COMIC
Even Barrymore's best friends can't tell just what he is apt to do next, and there is a photograph hidden away by a sensitive studio personnel for more than two years that shows that the great J. B. is not above attempting an imitation of the cross-eyed comedian.

It is picture history that Barrymore insisted upon playing the part of "The Man From Blankley's" in blackface and only the pleading of important executives and the reaction of the friends he trusted, kept him from following that idea through.

It was not known then, of course, that his sister, Ethel Barrymore, was planning to do a blackface role on the stage—"Scarlet Sister Mary"—and the supposition now is that Barrymore knew it and wanted to throw the majority of the famous theatrical family into blackface roles at the same time.

There was a logical method for Barrymore to get into burnt cork in "The Man From Blankley's" too, and there is no doubt that the star regrets to this day that he did not follow out his first idea in that matter.

CANADIAN CAPERS

In three of his talking pictures Barrymore has tried without success to have incorporated into the incidental music his favorite popular music, an ancient recording known as "Canadian Capers." The chances are good that it will eventually figure in some one of his pictures. He was with difficulty persuaded that it could not be incorporated into the music used for the ballet scene in "The Mad Genius."

There is a less well authenticated story that Barrymore once answered a woman who asked him if he would play "Hamlet" in modern clothes, by saying, "No, madam, but I might play King Lear in the nude."

Far enough away from comedy is the role of Tsarakov, the mad genius of the Russian Imperial Ballet which the star triumphantly portrays now at the Theatre. His leading lady is Marian Marsh. Others in the cast are Donald Cook, Carmel Myers, Charles Butterworth, Luis Alberni, Andre Luget, Boris Karloff, Frankie Darro and Mae Madison. Michael Curtiz directed.

Who And What Was Tsarakov, The Mad Genius

Barrymore Portrays Weird Role In New Warner Bros. Picture

(Advance—Plant 2 Days Before)

Was he madman or genius—ogre or artist?

Tsarakov, master mind of the Imperial Ballet driving power behind Serge, crazed genius of the dance—creator and master of Fedor, dancer extraordinary—carried through his hopes and plans with all the driving force of a powerful intellect, a ruthless will and a burning sense of injustice.

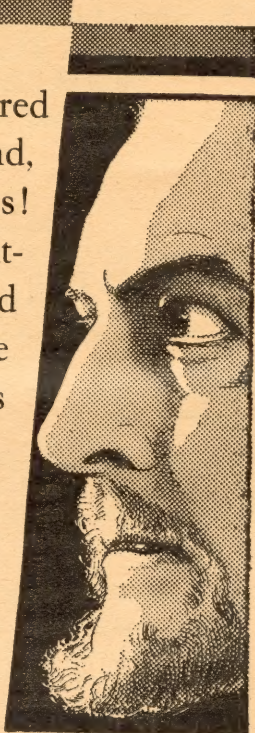
Chained forever to dull earth by a deformed foot, Tsarakov sought to create the perfect copy of his own hampered genius by shaping the life of a lad he had kidnapped. To do this he trampled relentlessly on bodies and souls of those he dominated.

So weirdly powerful a character is rarely created for an artist's portrayal. John Barrymore is the

Strangest Passion Man Ever Had For Another Man!



"I made you! I poured into you my mind, my soul, my genius! You are all I wanted to be but could not—Your life is mine to live as I direct! It is not yours to waste on a love that will murder your genius!"



Did this madman dream he could control a power greater than himself—Love!

JOHN BARRYMORE

his greatest dramatic achievement—your supreme moment to witness



MARIAN MARSH eclipsing all former successes—She

the ultimate in art in

shares her discoverer's glory!

THE MAD GENIUS

with CHARLES BUTTERWORTH DONALD COOK

A WARNER BROS. & VITAPHONE PRODUCTION

Cut No. 3 Cut 40c Mat 10c

CATCHLINES

"The Mad Genius," John Barrymore's Most Melodramatic Role! With Marian Marsh as His Lead!

* * *

He Makes Marionettes Dance—But Young Lovers Refuse To Obey His Command!

* * *

He Creates the Frankenstein That Destroys Him!

* * *

He Pours His Genius Into Another Man's Veins—But His Creation Becomes An Avenging God!

* * *

"The Mad Genius" Greater Than "Svengali" Barrymore's Most Sensational Screen Characterization!

* * *

John Barrymore—Greatest Star—With His Greatest Cast—Marian Marsh—Don Cook—Charles Butterworth—Carmel Myers and Luis Alberni—and Brilliant Russian Ballet

* * *

Melodramatic Gem in a Gorgeous Setting

only man able to successfully play the role of Tsarakov in Warner Bros. spectacular drama, "The Mad Genius," which opens at the Theatre..... next.

Marian Marsh and Donald Cook play the juvenile leads—others are Charles Butterworth, Luis Alberni, Carmel Myers, Andre Luget, Boris Karloff, Frankie Darro and Mae Madison. Michael Curtiz directed.

BARRYMORE KEEPS THE SAME OLD CREW WHETHER HE SAILS THE HIGH SEAS OR SETS OUT ON A NEW PICTURE VENTURE

Star Coming To Strand Theatre Next In Warner Bros. "The Mad Genius," Values Friendship And Experience Of Men Who Have Helped In Many Hits

(Interesting Feature for No. 1 Paper)

Barrymore goes to bat for his friends. And his friends, more often than not, are those comparatively unimportant people who work with him in the making of pictures but who get neither screen credit nor studio recognition for their services.

The same group of assistants which has been associated with Barrymore in the making of the last ten or twelve pictures in which he has appeared, were in the crew that helped the star make "Mad Genius," the Warner Bros. picture which opens at the Theatre..... next.

There was Gordon Hollingshead, assistant director, Barrymore's personal friend, who has been assistant director for eleven Barrymore features. Hollingshead has the privilege of calling Barrymore "Jack" and if you think that isn't a privilege ask the man who tried it once before a large number of mutual friends.

"CALL ME 'KID'!"

"Jack, old man," he began, as though he had known Barrymore from boyhood when in reality he had only met him, "let's —"

But Barrymore interrupted quietly. "Don't be so formal," he suggested pointedly, "Call me 'kid'!"

Another among the crew who has served long and faithfully in the making of Barrymore pictures is Herbert Plews, better known in pictures as "Limey," a Canadian war hero who is probably the best known property man in the motion picture colony. Limey has "propped" Barrymore pictures and generally knows what Barrymore wants before the want is expressed. He calls Barrymore "Boss."

Another favorite is "Smoke Kring," wardrobe expert who keeps a mental file of every costume Barrymore has even worn in a picture. Barrymore never forgets a garment used in a picture and frequently wants the same one for some new production. This happened in "Moby Dick," when the star demanded the same old pea jacket that he had used five years before in "The Sea Beast" and again in "Svengali," when he wanted the ragged robe made of a Paisley shawl, in which he had died in "Beau Brummel." It happened a third time in "The Mad Genius," when Barrymore insisted upon a certain fur trimmed overcoat which he had worn in a previous picture and upon a velvet jacket which had pleased him four years ago in "When A Man Loves."

"LET SMOKE DO IT"

"Smoke" Kring it is who finds these misplaced and sometimes lost garments and who, when they can't be found replaces them so exactly that the very particular Barrymore is pleased with the substitution. Kring has served in his capacity in twelve Barrymore features.

Still another veteran in Barrymore's studio service is Johnny Wallace, make-up artist who assists Barrymore in his characterizations. These are worked out by Barrymore first, with the assistance of Wallace and others and having once fixed upon his appearance the star then

trusts to Wallace to make him up in exactly that way each day.

Barrymore is peculiarly particular about his makeup men and many otherwise expert makeup men are too nervous when working with him to do good work. Not Johnny. After thirteen pictures, he is the veteran of them all, Wallace knows every mood and manner of the star, exchanges books and recipes with him, comments on picture roles and is in other regards treated and respected as a friend and companion.

"THE OLD MAN"

Kring and Wallace call Barrymore "the old man"—but not to his face. Then they say "Mr. Barrymore" and Barrymore is apt to call one of them "old man," his favorite appellation for people of whom he approves.

Others are being added to the list of Barrymore's permanent crew in picture making. These include John Ellis, photographer, who makes the portrait studies of Barrymore in his various characters, and who missed a few but very few of the last twelve pictures the star has made.

Yet another is Fred Applegate, script clerk for the last four Barrymore features, who appears now to have been added to the approved list of assistants in these particular pictures. Another is Dave Forrest, sound engineer and official "mixer" for the proper modulating of the Barrymore voice in each picture. He has served as long as Applegate with the Barrymore crew.

"WILL GO TO THE BAT"

For this little coterie of henchmen Barrymore manifests genuine appreciation and regard. He not infrequently asks their advice, which he sometimes accepts and he invariably asks for them when a picture is coming up. He has been known to postpone production when one of the first four named was unavailable just at the moment for his picture.

For these men Barrymore, as suggested, stands eternally willing to go to bat. He has known them long enough to trust their judgment and their actions and he shows his favoritism for them in many ways. Important studio officials Barrymore is not above snubbing or openly insulting if a disagreement arises. He enjoys a fight of that kind. But to those who are in no position to answer back he manifests a consideration, a friendly understanding that makes him the most popular star in the business with his particular crew.

Mr. Barrymore showed the same trait in again choosing Marian Marsh, the seventeen-year-old screen discovery of the year, who was his leading lady in "Svengali" to act in the same capacity in "The Mad Genius." The juvenile male lead is played by Donald Cook. Others featured are Charles Butterworth, Luis Alberni, Andre Luget, Boris Karloff, Frankie Darro and Mae Madison. Michael Curtiz directed.

DRAMATIC HIGHLIGHT of the YEAR!



JOHN BARRYMORE
The MAD GENIUS

with

MARIAN MARSH

NOW PLAYING

STRAND

Cut No. 17 Cut 40c Mat 10c

HIS MARVELOUS PERFORMANCE!

BARRYMORE



Climaxing his eminent career on stage and screen, John Barrymore comes to the Theatre next in "The Mad Genius," Warner Bros. picturization of Martin Brown's play. Others in the cast are Marian Marsh, Charles Butterworth and Donald Cook.

Cut No. 16 Cut 15c Mat 5c

Barrymore Comes Today In Thrilling "The Mad Genius"

Lovely Marian Marsh Again Plays Leading Feminine Role As In "Svengali"

(Current—Plant 1st Day)

Manager of the Theatre is pleased to announce the opening of "The Mad Genius," the Warner Bros. picture starring John Barrymore and featuring Marian Marsh and Donald Cook in the leading juvenile roles.

Mr. Barrymore considers the role of Tsarakov, the mad genius of the Russian Imperial Ballet, the most weirdly dramatic role of his entire career. Tsarakov, embittered because of a physical blemish which prevents him personally becoming the embodiment of the dance—kidnaps a homeless lad, pours into him all the fanatical ambition thwarted in himself—dominates him body and soul—and finally banishes the dancing girl whom Fedor loves.

Tsarakov's ruthless selfishness finally alienates the lad who has become the world's greatest dancer—then follow scenes of tremendous power in which figure a drug-crazed ballet master—and a strangely glittering concourse of persons and situations—which lead the melodrama to its inevitable end.

Others featured in "The Mad Genius" are Carmel Myers, Charles Butterworth, Luis Alberni, Andre Luget, Boris Karloff, Frankie Darro and Mae Madison. Michael Curtiz directed.

Famous Dowagers Are In Scenes Of "Mad Genius"

(Current Reader)

Many of Hollywood's professional dowagers who sit in theatre boxes and serve as backgrounds for society affairs in pictures, are seen in "The Mad Genius" the Warner Bros. picture starring John Barrymore, now at the Theatre. Many of these extra people are charming women of another generation and some have names which were once the 'open sesame' to society's doors. Many of them remember, not only John Barrymore, Lionel and Ethel as children, but their parents, the famous Maurice Barrymore and Georgie Drew—and their grandmother, Mrs. John Drew—the grandest of them all—receiving the plaudits of the stage at eighty.

John Barrymore Crowns His Eminent Career By Portrayal Of "Mad Genius," Marian Marsh Again Is Playing Lead

Donald Cook, Charles Butterworth, Carmel Myers And Other Famous Players, Appear In Warner Bros. Feature Now At The Theatre Here

(Review Featuring the Cast)

John Barrymore, who has given so many masterly screen portrayals of characters tragic, romantic and even comic—offers what many critics consider his finest characterization in the title role of "The Mad Genius," the Warner Bros. picture, which opened its local engagement last night at the Theatre.

Hollywood Friends Of John Barrymore Visit "The Mad Genius" Set

(Current—Plant 3rd Day)

All Hollywood fought for an opportunity to visit the final ballet scenes in the new Barrymore feature picture, "The Mad Genius" the Warner Bros. picture now at the Theatre.

With Adolph Bolm, the greatest living master of the Russian Ballet in charge of the dancers and with John Barrymore playing the role of the demoniac impresario—a character similar to that of Serge Diaghileff; everybody wanted to see the final magnificent scenes of the picture.

Special invitations were issued by the studio, by Mr. Barrymore personally and by Mr. Bolm. While the ballet scenes are used only as a background for the melodramatic action of the play, they are authentic—and the result of weeks of rehearsal on the part of seventy girls and thirty men.

The large supporting cast includes Marian Marsh, Charles Butterworth, Donald Cook, Luis Alberni and Carmel Myers. Michael Curtiz directed.

The Man Was Mad—But A Genius!



More intriguing than than ever as the master who "made" many famous stars!

JOHN BARRYMORE

in his crowning glory

The Mad Genius

with

MARIAN MARSH
at her marvelous best
CHAS. BUTTERWORTH
Donald Cook

A Warner Bros. & Vitaphone Hit

APOLLO

Cut No. 2 Cut 20c Mat 5c

The star is supported, as in "Svengali," by Marian Marsh, youthful screen discovery of the year, who is exquisite as the dancer, Nana. The girl is dominated by the mad genius, Tsarakov, first seen as master of a traveling marionette show, and later as impresario of the Russian Imperial Ballet.

Tsarakov, while haunted by a burning desire to be the world's supreme interpreter of the dance, is prevented by a physical deformity. He is embittered by this fact and takes an insane delight in pulling the strings to make his grotesque puppets dance, while the yokels applaud.

One night a drunken peasant lashes his child into the caravan of Tsarakov—who suddenly gets a great inspiration! He will steal the boy—pour into him the flame of his own genius—make him the Divine Dancer the world awaits—and then gloat over his idol in the knowledge that it is not really Fedor the crowds are applauding but Tsarakov himself!

The frenzied Tsarakov works on the lad's mind through the years—and finally beholds his fulfilled desire. Fedor, the youth, is the greatest of dancers and star of the Imperial Russian Ballet, of which Tsarakov is impresario.

Fedor falls in love with Nana, the dancer, and, fearing that she may stand in the way of his success, Tsarakov banishes her. Fedor discovers the perfidy of Tsarakov and follows the girl. With hatred only equalled by his former love, Tsarakov brings the lad to the dregs of poverty—finally making him believe the girl is false to him—and winning him back.

But it is the later experiences of Tsarakov—who is snared in his own trap—his dealings with the drug-maddened ballet-master—his tragic battles with himself—his sardonic and impotent rage—that make "The Mad Genius" so compelling.

Back of the thrilling scenes are flashes of the great ballet done to the music of Rimskikorsikoff—the intricate dances arranged by Adolph Bohm—formerly of the Imperial Russian Ballet. These are used merely as atmospheric background to the drama.

Mr. Barrymore is supported by Don Cook as Fedor—Charles Butterworth as the solemnly amusing secretary—Luis Alberni as the musician who brings Tsarakov to his just deserts—Carmel Myers as a former mistress—Andre Luget, Boris Karloff, Frankie Darro and Mae Madison. Michael Curtiz succeeds admirably in his direction.

"The Mad Genius" is a picture no lover of great drama should miss.

Marian Marsh's Hollywood Diary Praised By Critics

(Current Reader)

Marian Marsh, seventeen-year-old screen discovery, now at the Theatre in support of John Barrymore in Warner Bros. "The Mad Genius" began to keep a diary in her high school days and has kept it up since her spectacular entry into the screen world, during which, in less than a year, she has appeared opposite William Powell, Edward G. Robinson and John Barrymore. Those who have been privileged to see the diary say that it is a really fascinating human document and a vivid presentation of Hollywood as seen through the eyes of a fresh young girl. Miss Marsh admits that she may some day consent to its publication.

IT TOOK A LIFETIME TO MAKE!

All Barrymore's Former Triumphs Have Been But Rehearsals For His Master Performance!

"You pull strings—
Marionettes dance!
But I'm one with a
heart—pulled by a
power stronger even
than you—LOVE!"

"He shall have no
other loves before
me! Give him up—
I made him. He's
mine!"



Passions of a madman—
Guile of a genius—
Genius of a master!

JOHN BARRYMORE

in a role that fulfills his highest dramatic ambition!

The Mad Genius

MARIAN MARSH

in a role that gives her charm its greatest chance!

CHARLES BUTTERWORTH
DONALD COOK

A WARNER BROS. & VITAPHONE HIT

STRAND

Cut No. 7 Cut 40c Mat 10c

Barrymore Outdoes Own Record As "Mad Genius"

(Advance Reader)

Except for the fact that he has an unruly foot, John Barrymore is his old handsome self in his role in "The Mad Genius" the current Warner Bros. feature picture which comes to the Theatre next. Those who have followed Barrymore's entire picture career believe the star has never done finer work than in this fascinating and mysterious role.

Mad Genius Limp Follows Barrymore In Real Life

(Advance Reader)

After being forced to limp eight to ten hours daily for more than a month because of the heavy shoe he wears in the picture "The Mad Genius," John Barrymore, the star of this new Warner Bros. picture, found himself limping around his own premises in his ordinary shoes. It took him a week to get out of the habit. "The Mad Genius" comes to the Theatre next.

Remote Trinidad Gives The Films A New Star

(Current Reader)

The Island of Trinidad, British possession off the coast of Venezuela, is the birthplace of Marian Marsh, the seventeen-year-old screen discovery who is now to be seen at the Theatre as the leading lady for John Barrymore in Warner Bros. "The Mad Genius." Miss Marsh was also Mr. Barrymore's lead in "Svengali." She recently appeared with William Powell and with Edward G. Robinson.

LAST TWO DAYS!

JOHN BARRYMORE

The MAD GENIUS

CAPITOL

Cut No. 19 Cut 20c Mat 5c

MARIAN MARSH IS SURE TO

HOLLYWOOD

All his former successes have been leading up to this—the climaxing triumph of his career!



At Last! The Great **JOHN BARRYMORE** At His Zenith!



MARIAN MARSH
Barrymore's star discovery. Bonanza of dazzling beauty. A wealth of talent—limitless, immeasurable.

THE MAD GENIUS

master of men, a genius—a madman—mad enough to try and hold a life he had created against the power of powers—Love.

CHARLES BUTTERWORTH
DONALD COOK

From the play by Martin Brown
Directed by Michael Curtiz

A WARNER BROS. AND VITAPHONE PRODUCTION

Cut No. 11 Cut 20c Mat 5c

Alberni Again Triumphs In "Mad Genius" Character

(Advance Reader)
Luis Alberni, who won fame on the American stage for his role of Cognac Pete in "What Price Glory" and whose work as Gecko with John Barrymore in the picture "Svengali" proved to be outstanding, plays an equally important supporting role as a drug-crazed ballet master in the new John Barrymore picture, "The Mad Genius," the Warner Bros. picture which comes to the Theatre next.

Marian Marsh Dances For Three Of Seventeen Years

(Advance Reader)
Three of the seventeen years of her life spent in taking dancing lessons stood Marian Marsh in good stead in the role of Nana in Warner Bros. picture "The Mad Genius" which comes to the Theatre next—in which she again plays lead opposite John Barrymore. It was necessary for Miss Marsh to be able to take part in an elaborate ballet and her ability to do the difficult dances was one of the qualifications which won her the coveted role.

ANIMAL POPULATION OF NOAH'S ARK IS RIVALED BY THE THRILLING ZOO OF THE BARRYMORE-COSTELLO HOUSE

John Barrymore, Now At The Strand Theatre In Warner Bros. "The Mad Genius," Owns Amazing Collection Of Living Pets Brought From Far-Away Places

(Interesting Feature for Sunday Paper)

John Barrymore, whose latest Warner Bros. picture "The Mad Genius" is now at the Theatre, says that his young daughter, Dolores Ethel Mae will never lack for pets to play with if he has anything to say about it.

The Barrymore homestead, high up on the ridge above Beverly Hills, is a haven for animal and bird life, for both the actor and Dolores Costello, his wife, continue to add to the collection of pets there.

LUCKY BLACK CATS

The baby is growing up surrounded by cats and dogs, chickens and rare birds, gold fish and rabbits. To this list of ordinary pets Barrymore occasionally adds some extraordinary newcomer, as for instance, Clementine, the Japanese monkey, the tame opossum—or the South American kinkajou which he ordered by cable from its native habitat.

Not all of the Barrymore pets are of great value. The cats for example, are just plain black cats for the most part, and there is seldom less than a dozen of them at a time about the estate. Several of the favorites have the run of the house. Kittens are given away when possible—and it is not difficult to place fluffy felines with such distinguished associations.

The dogs include a new Terry Blue Terrier, recently purchased—a Pomeranian belonging to Miss Costello, and "Scotty." The chickens—and the Barrymores are almost the only people in Beverly Hills who actually keep chickens—are the progeny of two baby chicks which were given them two years ago this Easter, shortly after their return from their honeymoon trip to the South Seas. The two chicks are now represented by an imposing flock of blooded layers who supply Baby Dolores with the fresh eggs so essential to the well being of her tiny tummy.

MALONEY'S KISSES

The gold fish occupy the large patio pool and the smaller fountain pool in the hillside garden. Most interesting among the three hundred unusual birds which occupy the Barrymore into the Guatemalan jungle and representing several years of careful selection and expenditure—is Maloney, the black vulture from South Africa which Barrymore has made into his special pet.

Maloney is a fine example of his kind, if you like the kind, but reserves his friendship for his master only. The actor enters his cage—he is kept apart from the other birds—and makes a clucking sound with his lips. Maloney answers and Barrymore puts his face to the bird's ugly beak and the feathered menace appears to peck at him in what might be roughly interpreted as a kiss.

The aviary and all the Barrymore pets are in charge of good old Bob Alexander and his two assistants. Dozens of bananas, pounds of raw meat and vast quantities of prepared bird food are consumed daily by the three hundred odd feathered things which occupy various compartments in the great bird house. Gorgeous birds of paradise and tiny African rollers vie for the star's favor. The Barrymores seldom make a trip without bringing back with them some unusual addition to the stock of pets.

QUEST FOR QUETZAL

It was in fact the search for a rare bird, the quetzal, that led Barrymore into the Guatemalan jungle last November, a trip which resulted in his contracting jungle fever from which he is not yet entirely free.

The quetzal is one of the most famous and least understood birds

ONCE... ONLY ONCE IN THE LIFE OF EVERY STAR



COMES A PICTURE SO GREAT—IT REMAINS HIS OUTSTANDING SCREEN TRIUMPH.... No Matter How Many Great Successes Precede or Follow

For twenty years

JOHN BARRYMORE

has been waiting for the story that would give full expression to his genius....to make his supreme contribution to posterity. It has come at last with

The MAD GENIUS

Thrilling!... Romantic!... Unforgettable! An astounding story of a girl's victory over a mad man's passions. Its mighty impact will unleash a thousand pent-up emotions!

MARIAN MARSH

Eclipses her marvelous performance in "Five Star Final"... earns a distinct place for herself among Filmdom's greatest luminaries... and



CHARLES BUTTERWORTH

• DONALD COOK •

A WARNER BROS. & VITAPHONE HIT

Cut No. 12 Cut 40c Mat 10c

of the tropics. The cage made ready for it in the Barrymore aviary is still empty but the star is a determined collector and has not given up hope of adding the bird to his list.

When queried by reporters on his return to Hollywood as to the reason for making the nearly fatal trip into the jungle interior, Barrymore said: "As a matter of fact, I was looking for a rare bird. It sounds fool-

Butterworth Writes His Own "Mad Genius" Lines

(Advance Reader)

No one ever attempts to write lines for Charles Butterworth. The blank faced comedian, who appears in the supporting cast for John Barrymore in "The Mad Genius," the Warner Bros. picture which comes to the Theatre next, has the happy knack of supplying dialogue for his roles as he goes along. He is practically the only comedian in the business who is given this privilege.

PROGRAM PORTRAITS



JOHN BARRYMORE in "The Mad Genius" Cut No. 22 Cut 15c Mat 5c



MARIAN MARSH in "The Mad Genius" Cut No. 21 Cut 15c Mat 5c

"Mad Genius" Makes Many Marionettes Do A Dance

(Advance Reader)

The most complicated set of strings and pulleys ever designed for a puppet show was worked out by Hollywood's Marionette Shop for John Barrymore's use in the first sequence of his new Warner Bros. picture, "The Mad Genius" which comes to the Theatre next. With them he was able to work sixteen dancing

dolls and an entire Russian orchestra, although he had no experience with marionettes.

Barrymore in this picture plays a Russian ballet master, who early in his career conducts a puppet show. In the supporting cast are Marian Marsh, Charles Butterworth and Donald Cook. Michael Curtiz directed.

"Mad Genius" Star Has Big Collection Of Odd Puppets

(Current—Plant 5th Day)

John Barrymore, in the course of his career has collected an enormous quantity of information concerning things theatrical.

When it came time to plan his latest Warner Bros. picture, "The Mad Genius," now at the Theatre, it became necessary to secure authentic information about puppet shows in Europe and about the Russian Imperial Ballet.

"Somewhere in the loft of a barn near Beverly Hills," Mr. Barrymore said, "I have stored a big box containing a number of antique wooden puppets, used in a traveling marionette show like the one mentioned in this story."

Mr. Barrymore came to Warner Bros. studios a few days later with the dolls and from these rare and faded samples—which had been presented to him on a visit to Europe some years ago—the dolls in the early sequences of the picture were made.

Mr. Barrymore also had much information about the Russian Ballet. "Since Diaghileff's death," he hazarded, "Adolph Bolm is probably the world's greatest authority on the Russian Ballet. If you can find him the ballet scenes will be authentic." Bolm was found, strangely enough, visiting in Hollywood, and it is his work with the ballet sequences that makes them of particular interest.

Leading juvenile roles in "The Mad Genius" are played by Marian Marsh and Donald Cook. Others in the cast are Charles Butterworth, Luis Alberni, Andre Luget, Boris Karloff, Frankie Darro and Mae Madison. Michael Curtiz directed.

WIN THOUSANDS OF ADMIRERS!

LIMEY SPRAYS FLIP FILM FLY WITH A NEW FAKE FLIT

Production of the picture "The Mad Genius" stopped abruptly.

"Limey," bawled the camera man. "Meester Limey," called Director Michael Curtiz. "Hey, Limey," yelled Hollingshead, his assistant. "Limey," echoed John Barrymore, the star.

"Yes, sir," answered Limey, appearing from nowhere in particular and addressing everybody in general.

"Fly," thundered the cameraman. "A fly, she is—" began the director. "Fly on the set," howled Hollingshead. "Fly," echoed Barrymore.

Limey shot out and in an incredibly short time shot back in again with a spray gun which he pumped into the air with great vigor.

"Okay," sang cameraman, director, assistant director and star in chorus.

"You'd have thought I ordered the darn fly," complained Limey, the property man, "the way they bawled me out!"

Later he was overheard confiding to Marian Marsh, who plays the leading role opposite Barrymore in "The Mad Genius," "I'm out of fly spray, see! There wasn't anything in that sprinkler but water—but it kept 'em happy! That's all that counts."

"The Mad Genius" is now showing at the Theatre.

Marian Marsh Has Wee Cincinnati Namesake

(Current Reader)

Marian Marsh, seventeen-year-old screen discovery, who is now appearing at the Theatre as leading lady for John Barrymore in "The Mad Genius" the Warner Bros. feature — recently received word from Mr. and Mrs. Julian D. Stettinius of Cincinnati, Ohio, that their infant daughter has been named Marian Marsh Stettinius. Miss Marsh sent congratulations and thanks.

3 Barrymores Sail For New York Via Panama Canal

(Current Reader)

After the filming of "The Mad Genius" the Warner Bros. picture now at the Theatre, John Barrymore and Dolores Costello took a short hunting trip to Alaska, then returned to Hollywood for the overhauling of the good ship "Infanta" and in due time started for New York via the Panama Canal, taking with them their year-old daughter, Dolores Ethel Mae.

Wouldn't You Know That A Man Named E. Percival Wetzel Would Manipulate Marionettes? He Does, In "Mad Genius"

World's Greatest Puppet-Player Makes One Hundred Figures Dance In Early Scenes Of Warner Bros. Picture Starring Barrymore, Now At The Strand

(Human Interest Story for No. 1 Paper)

Grandfather's constant mention of the deplorable fact that the modern generation has no puppet plays may soon be stilled for one is coming to town. "The Mad Genius," John Barry-

more's newest Warner Bros. starring vehicle, which opens at the Theatre next is the story of a weird ballet impresario who begins his professional career as the operator of a traveling puppet show.

Since Barrymore is depicted as a genius in the manipulation of marionettes it was necessary for Warner Brothers to produce a puppet show in keeping with the logic of the story. On the Russian stage a puppet show was produced which was only fair, but the difference between a stage audience, from twenty to two hundred yards from the performers, and a motion picture audience, which sees the marionettes in closeup, or a dozen times as large as they really are, demands a show that really is as astounding as the plot claims it to be.

ENTER E. PERCIVAL WETZEL. So E. Percival Wetzel was called in. E. Percival Wetzel, besides possessing one of the most whimsical names in the world is also one of the most famous puppet players on earth. Wetzel, Sarg, and Buffano rule the puppet world.

Mr. Wetzel, having answered the call, proceeded to deftly duplicate the puppet ballet scene and the puppet marionette show which constitute the repertoire of John Barrymore's troupe. Wetzel used his own puppets, one hundred and sixty-five strong, manufactured and collected by him over a period of twenty years. Some of the marionettes are three hundred years old, having been made by the Castino family, patron saints of all puppetdom. His stock in trade, consisting of three hundred dressed and undressed figures and innumerable stages, is assessed at \$150,000.

In Wetzel's own show he has a ballet scene, but not exactly the one described. For a month he worked on new figures and routines, finally emerging with a breath-taking ballet which vies with the flesh-and-blood show put on later in the picture. The Russian wedding scene is the most famous single number in puppet shows. One hundred figures move in prearranged patterns to Rimsky-Korsakoff music, guided by Wetzel and four assistants.

THIRTY-STRING MAN

Wetzel is a thirty-string man, which means he holds that many threads connected to thirty joints of his principal players. The first ballerino of the troupe can control her arms, legs, head, hair, fingers, toes, ankles, dress, waist, shoulders and hips; every joint, in fact, that a live ballerina employs in toe dancing.

Wetzel has performed before King George of England, Alfonso of Spain, Albert of Belgium, Marie of Roumania and ex-Kaiser Wilhelm of Germany. He announced his retirement less than a year ago, intending to devote his time to teaching, but the temptation to record for all time a puppet show which he himself had guided was too great for the artist's will power. In "The Mad Genius" you see Wetzel's last performance as the world's greatest puppeteer.

Supporting Mr. Barrymore in "The Mad Genius" are Marian Marsh as leading lady—Donald Cook, Charles Butterworth, Carmel Myers, Luis Alberni, Andre Luget, Boris Karloff, Frankie Darro and Mae Madison. Michael Curtiz directed.

Climaxing Triumph Of His Stage And Screen Career!



BARRYMORE

—a tradition to the show world!

A career studded with unforgettable achievements!

But all his superb successes have been but stepping stones . . . prologues to the greatest, most amazing characterization the stage or screen has ever known!

NOW

JOHN BARRYMORE

Carries you beyond the former limits of the screen —into a world of new drama! A realm hitherto unknown—undreamed of! Immortal masterpiece—it stands, a monument to itself, for all time!

The MAD GENIUS

is a story of the strangest passion man ever had for another man! A new being moulded from an outcast—jealously guarded by his creator—until a girl comes to carry away the hearts of both!

MARIAN MARSH

. . . .dazzling young star—the screen's newest sensation.



CHARLES BUTTERWORTH

▼ DONALD COOK ▼

A WARNER BROS. & VITAPHONE PRODUCTION

HOLLYWOOD

Cut No. 10 Cut 60c Mat 15c

Barrymore's Magnetism Is Displayed In "Mad Genius"

(Current Reader)

The almost hypnotic interpretive power of John Barrymore which was so marvelously displayed in "Peter Ibbetson," "The Jest," "Hamlet" and other of his stage triumphs—is manifest in the role of Tsarakov, "The Mad Genius," who kidnaps a lad and brings him up as the great dancer, which Tsarakov himself is prevented from being by an infirmity. Marian Marsh is the feminine lead. "The Mad Genius," a Warner Bros. picture, is now showing at the Theatre.

Barrymore Has Aviary Of Two Hundred Rare Birds

(Current Reader)

John Barrymore, now at the Theatre in "The Mad Genius," his latest Warner Bros. starring vehicle, has an aviary containing over two hundred live tropical birds. The prize feature of the collection is a huge king vulture, who answers—figuratively speaking—to the name of Maloney. Mr. Barrymore is supported in "The Mad Genius" by the seventeen-year-old screen discovery of the year, Marion Marsh, who was also his leading lady in "Svengali."

Don Cook Adds To His Fame In "Mad Genius"

(Current Reader)

Don Cook, the handsome young actor who is remembered for his fine work in "The Public Enemy" and "Side Show," plays the juvenile lead in "The Mad Genius," the Warner Bros. picture starring John Barrymore, now at the Theatre. He portrays Fedor, the dancer of the Russian Imperial Ballet, protege of the mad genius, who tries, through the lad, to see the fruition of his own ambition, thwarted by his infirmity. Marian Marsh the seventeen-year-old screen discovery of the year has the leading feminine role, as the sweetheart of Fedor.

Berlin Opera Interior Is Built For "Mad Genius"

(Advance Reader)

A great theatre interior, designed as a replica of a Berlin opera house, was built by Warner Bros. for use in staging the dramatic Imperial Ballet scenes in "The Mad Genius," the feature attraction coming next to the Theatre in which John Barrymore is starred.

Hundreds Apply As Ballet Girls In "Mad Genius"

(Advance Reader)

Seven hundred dancing girls from Hollywood fought for the seventy some places in Adolph Bolm's ballets which appear in short sequences during the progress of the picture "The Mad Genius" in which John Barrymore is starred by Warner Bros. and which will open at the Theatre next.

"Mad Genius" Dance-Maker Hired For Chicago Fair

(Advance Reader)

Adolph Bolm, who planned the dances and trained the ballets appearing in the new Warner Bros. picture in which John Barrymore is starred, "The Mad Genius" coming to the Theatre next, is to have general charge of all dancing at the Chicago World's Exposition in 1932.

Russian Imperial Ballet Staged In "Mad Genius"

The latest Warner Bros. picture, starring John Barrymore is "The Mad Genius," which opens at the Theatre next. It is a story told against the colorful background of the Russian Imperial Ballet and offers a stellar supporting cast including Marian Marsh, Donald Cook and Charles Butterworth.

STRONG MELODRAMA, TENDER

He Carries You Beyond Screen Limits—
Into A New Realm Of Real Drama!

JOHN BARRYMORE

master of a hundred emotions—a thousand times more thrilling than you have ever seen him in
THE MAD GENIUS



HELD OVER FOR 2nd BIG WEEK!



Never has there been a more astounding story! It will make you gasp — Its impact will shock you! Thrilling!

MARIAN MARSH

Only seventeen — inconceivable how a girl could grow so beautiful — so charming — so ravishing in so short a time!

CHARLES BUTTERWORTH
DONALD COOK

A WARNER BROS. VITAPHONE HIT

ORIENTAL

Cut No. 4 Cut 60c Mat 15c

"THE MAD GENIUS" IS ACCLAIMED AS JOHN BARRYMORE'S MOST STIRRING VEHICLE BY AUDIENCES AT STRAND

Youthful Marian Marsh Again Triumphs In Leading Feminine Role; Other Famous Players In The Cast

(Review Featuring the Story)

The distinguished first-night audience at the Strand Theatre, gave evidence of highest approval to John Barrymore in his marvelous characterization of Tsarakov, mad genius of the Imperial Russian Ballet—and to Marian Marsh, seventeen-year old screen discovery of the year—who is so exquisite as the dancer, Nana.

Tsarakov, as portrayed by Mr. Barrymore is weirdly glamorous—sardonic—and always tragic—even in his moments of fleeting victory. He is a man embittered by a physical deformity which makes it impossible for him to express himself in the dance—a passion for which he has inherited from his mother.

Tsarakov is first seen as master of a traveling marionette show. The manipulation of the puppets by means of the strings gives him vague gratification—for when the grotesque figures dance and the peasants applaud—he imagines himself, young, perfectly formed — in some great opera house of the world, exciting crowds to frenzies of delight.

One dark night, onto the crude stage of his show rushes a screaming lad followed by his drunken father who means to lash him. The boy eludes his father and hides among the cluttered trappings. Suddenly Tsarakov has an inspiration. He will kidnap the boy—pour into him the fires he knows he himself possesses—make him the supreme dancer of all time—and when his work is complete the lad Fedor—will not be really Fedor — but the divine Tsarakov!

This Tsarakov finally succeeds in doing. He lives to see the youth the bright star of the Imperial Russian Ballet of which he himself is now impresario.

Tsarakov gloats over the idol of his own making—protects him from

all that may dull his genius—even drives from the chorus, Nana, the little dancer whom Fedor loves. When the lad resents this and follows the girl—Tsarakov's hate becomes as deadly as his love had been.

There follow many scenes of terrific power — and tragic beauty—before the climax — when a drug-crazed ballet master thwarted by Tsarakov—becomes his nemesis. Mr. Barrymore's portrayal of the role is quite beyond the power of words. It must be seen.

Marian Marsh and Donald Cook—as the lovers, Fedor and Nana—give performances of youthful charm and pathos. Charles Butterworth is solemnly humorous as the eccentric secretary of Tsarakov. Carmel Myers as a discarded mistress of the great impresario is effective. Luis Alberni gives a vivid interpretation of the drug-maddened dancer. Others in the cast are Andre Luget as Nana's rich protector, Frankie Darro as Fedor in childhood and Mae Madison as a dancer.

Michael Curtiz has been eminently successful in his direction. The settings are lavish and the flashes of the gorgeous ballet which are used as atmospheric background for the story are authentic and beautiful.

All of which means that you should not fail to see "The Mad Genius."

John Barrymore Comes Tomorrow In His Most Weirdly Magical Role

(Advance—Plant 1 Day Before)

To remodel a human being is a difficult and dangerous business—yet so to do is the blazing and fanatical ambition of Tsarakov—the central character in the most amazing of all modern screen stories—"The Mad Genius," in which John Barrymore is starred by Warner Bros., and which comes to the Strand Theatre tomorrow.

Playing with the vital forces of life and love, Tsarakov attempts to build a great genius out of the human clay of an outcast lad he has kidnapped — over-riding with his own demoniac mind the natural human instincts of his victim, he triumphs only to fail.

Mr. Barrymore revels in the part. Having turned definitely to character roles, that of Tsarakov, so he says, offers him the opportunity of a life time.

"The Mad Genius" is the strangely melodramatic life story of an impresario of the Russian Imperial Ballet—played against darkly colorful European backgrounds.

Marian Marsh plays the leading role opposite Barrymore — with Donald Cook, Charles Butterworth, Luis Alberni and Carmel Myers and many others. Michael Curtiz directed.

Barrymore Chooses Same Players For "Mad Genius"

So well did the supporting cast assembled for "Svengali" suit John Barrymore, the star of that picture, that many of them were signed for his next picture, Warner Bros. "The Mad Genius" which comes to the Strand Theatre tomorrow next. Those who appear again in "The Mad Genius" are Marian Marsh and Luis Alberni.

JOHN BARRYMORE CAREER

THE STAGE

- | | |
|---|--|
| 1903—October — First appearance Chicago. As Max in "Magda" | 1911—Toured States as Pete in "Princess Zim-Zim" |
| 1903—December—First appearance in New York as Corley in "Glad of It" | 1912—February — New York, Empire Theatre. "A Slice of Life" |
| 1904—April—Charley Hines in "The Dictator" | 1912—Toured in "Half a Husband" |
| 1904—May—Signor Valreali in "Yvette" | 1912—October — New York, Little Theatre. Anatol in "The Affairs of Anatol" |
| 1905—May—First London appearance as Charley Hines in "The Dictator" | 1913—March — Chicago. In "A Thief for a Night" |
| 1905—Toured America as Jacky in "Sunday" | 1913—August—New York. As George MacFarland in "Believe Me, Xantippe" |
| 1905—December — Stephen Rollo in "Alice-Sit-by-the-Fire" with Ethel, Clown in "Pantaloon" | 1914—January — New York, Eltinge Theatre. As Julian Rolfe in "The Yellow Ticket" |
| 1906—January "Miss Civilization" | 1914—October — New York, Longacre Theatre. As Chick Hewes in "Kick In" |
| 1906—Toured Australia with William Collier. | 1916—April — New York, Candler Theatre. As William Falder in "Justice" |
| 1907—May—Succeeded Arnold Daly as Tony Allen in "The Boys of Company B." Toured in same play. | 1917—April — New York, Republic Theatre. As Peter in "Peter Ibbetson" |
| 1908—March—New York, Savoy Theatre. Lord Meadows in "Toddles" | 1918—October—New York, Plymouth Theatre. As Fedor Vasilyevich Protosov in "Redemption" |
| 1908—May—Chicago. As Mac in "A Stubborn Cinderella" | 1919—April — As Giannetto Mallespini in "The Jest" |
| 1909—January — New York, Broadway Theatre. As Mac in "A Stubborn Cinderella" | 1920—March—As the Duke of Gloucester in "Richard the Third" |
| 1909—September — New York, Gaiety Theatre. Nathaniel Duncan in "The Fortune Hunter" Toured America in same. | 1921—April — New York, Empire Theatre. As Gwymplane in "Claire de Lune" |
| 1910-11—Reading, Pa. As Robert Hudson in "Uncle Sam" | 1922-24—Toured in "Hamlet" London in "Hamlet" |
| 1911—October—Same in New York. | |

THE SCREEN

- | | |
|---------------------------|---------------------------|
| "Raffles" | "The Sea Beast" |
| "Here Comes the Bride" | "When a Man Loves" |
| "Dr. Jekyll and Mr. Hyde" | "Don Juan" |
| "Sherlock Holmes" | "Show of Shows" |
| "The Lotus Eater" | "General Crack" |
| "Beloved Rogue" | "The Man from Blankley's" |
| "Tempest" | "Moby Dick" |
| "Eternal Love" | "Svengali" |
| "Beau Brummel" | "The Mad Genius" |

Weeks Of Rehearsal Precede "The Mad Genius" Ballet

(Advance Reader)

Brief flashes of the work of the Russian Imperial Ballet are shown in "The Mad Genius," the Warner Bros. picture in which John Barrymore is starred, which opens at the Strand Theatre tomorrow next. These scenes required three weeks of steady rehearsal and two weeks in filming, although they show on the screen only a few minutes all told. Marian Marsh again plays the lead for Mr. Barrymore.

"Mad Genius" Director Trouped With Puppet Show

(Advance Reader)

Michael Curtiz, Warner Bros. director responsible for "The Mad Genius" which opens at the Strand Theatre tomorrow next, is an Hungarian and was once, in his youth a member of a traveling puppet show troupe. Since the early sequences of "The Mad Genius" deal with such a troupe, Curtiz found his early experiences particularly in the filming of the picture.

HOLLYWOOD B'WAY at 52nd St.

JOHN BARRYMORE
The Mad Genius
with **MARIAN MARSH**
CHARLES BUTTERWORTH

A Warner Bros. and Vitaphone Dramatic Hit!

Cut No. 20 Cut 40c Mat 10c

ROMANCE, RARE COMBINATION!

Butterworth Humor Lightens Grimness Of "The Mad Genius"

(Biography Sept. 30, 1931)

Charles Butterworth, whose hilariously serious comedy proves an unusual feature in the new John Barrymore picture, "The Mad Genius," which opens at the Theatre next, left a promising career in the profession of law for the more precarious business of making people laugh.

It was six years ago that Butterworth made the change in plans and in that time he has become one of the nation's best known comedians. After a season in a Chicago variety house and a tour of a vaudeville circuit, Butterworth landed in New York shows and proceeded to become a stellar attraction almost over night.

Following appearances in "Allez Oop," "Good Boy," "Sweet Adeline" and "Americana," Warner Bros. signed him for a role with Winnie Lightner in "The Life of the Party" and started him on his motion picture career.

His present appearance follows his work in "Illicit," "The Bargain" and "Side Show" which has built him into a screen player of first importance and following "The Mad Genius" Warner Bros. announced that Butterworth would soon be featured in his own production.

Butterworth was born in South Bend, Indiana, and educated there.

John Barrymore Once Was Art Student In The Latin Quarter

John Barrymore, now at the Theatre in Warner Bros. "The Mad Genius" decided in his youth not to follow the profession which has made so many members of his family famous.

After a rather brief season abroad, during which he ostensibly studied art in the Latin Quarter, he was recalled to New York and still determined to be an artist, got a job on a metropolitan paper.

He held it for eighteen months, at which time the astute journalist, Arthur Brisbane, fired him, with the suggestion that he follow the lead of his brilliant father, Maurice Barrymore, and go on the stage.

Encouraged by his famous grandmother, Mrs. John Drew, who had made a home for him after the death of his mother—by his uncle, John Drew—his brother and sister and many friends, he took Mr. Brisbane's advice, and began his stage career, first as a comedian in such plays as "The Dictator," "Stubborn Cinderella" and "The Fortune Hunter."

His more serious work began with Galsworthy's "Justice." This was followed by "Peter Ibbetson," "Redemption," "The Jest," "Richard Third" and "Hamlet."

He then did several silent pictures, among them "Beau Brummel," "Dr. Jekyll and Mr. Hyde" and "The Sea Beast." His Warner Bros. and Vitaphone pictures include "Don Juan," "Show of Shows," "General Crack," "The Man from Blankley's," "Moby Dick," "Svengali" and "The Mad Genius."

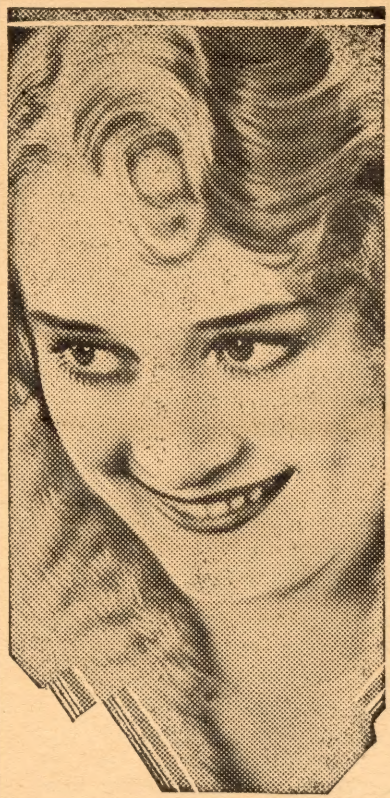
Mr. Barrymore was born in Philadelphia and educated there — in Seton Hall, New Jersey and in London. He is the husband of Dolores Costello.

Marian Marsh Is Seen By Television Medium

(Current Reader)

After the filming of "The Mad Genius," the Warner Bros. picture now at the Theatre, starring John Barrymore — Marian Marsh, the seventeen-year-old screen discovery who acts as the star's leading lady, went to New York with her mother. The two spent the limited time sight-seeing, and Miss Marsh took part in a television demonstration.

RISING STAR



Right on the heels of her amazing successes in "Svengali" and "Five Star Final," Marian Marsh, petite screen actress, scores another hit as John Barrymore's leading lady in "The Mad Genius."

Cut No. 13 Cut 15c Mat 5c

Don Cook Supports John Barrymore In "The Mad Genius"

(Biography Sept. 30, 1931)

Donald Cook, now appearing at the Theatre in "The Mad Genius," the Warner Bros. picture starring John Barrymore, was born in Portland, Oregon.

He attended the University of Oregon and studied farming and after graduation went to Kansas City and started into business with a lumber company.

Having had some experience in university plays he joined the Kansas City Community Players as a pastime, but as a result of his work, received a chance to go with Mrs. Fiske in "The Rivals" and gave up his job and accepted the offer.

A stock company in Syracuse was his next step and from there he went direct to New York, appearing in "Paris Bound," "Half Gods," "Rebound" and "Gypsy."

His first screen work was in short subjects after which Warner Bros. signed him to a long term contract and sent him to Hollywood. He appeared recently in "Party Husband," "Side Show," "The Public Enemy."

Boris Karloff Here In Support Of Barrymore In "The Mad Genius"

(Biography Sept. 30, 1931)

Boris Karloff who is cast in support of John Barrymore in "The Mad Genius," the Warner Bros. picture now at the Theatre was born in London, England and educated at Uppingham, Kings College.

He was in stock for ten years and played in the John Cort production of "The Virginian."

In pictures, he has worked in features and serials, including "The Meddlin' Stranger," "The Phantom Buster," "Tarzan and the Golden Lion," "Soft Cushions," "Two Arabian Knights," "The Love Mart," "Vultures of the Sea," "Behind that Curtain," "The Devil's Chaplain," "The Fatal Warning," "Little Wild Girl," "Two Sisters," "Phantoms of the North," "The Criminal Code" and "Smart Money."

Mr. Karloff is six feet tall, weighs one hundred and seventy-five pounds, has dark brown hair and eyes.

Luis Alberni Plays Grim Ballet Master In "The Mad Genius"

(Biography Sept. 30, 1931)

Luis Alberni, who plays the part of the drug-crazed ballet master in John Barrymore's latest Warner Bros. picture, "The Mad Genius" which opens at the Theatre next, repeats the success he established in his first important screen role, also with Barrymore, in "Svengali," but his first fame as an actor was won in the New York cast of the stage play "What Price Glory" in which he played Cognac Pete.

Alberni came to Hollywood a year ago to take part in Spanish version pictures, but instead found important roles in American pictures and has remained to become one of the important character actors of the screen.

Alberni was born in Spain and is a graduate of the University of Madrid.

Frankie Darro Plays With Fine Effect In Barrymore's Picture

(Biography Sept. 30, 1931)

Frankie Darro, who plays the part of Fedor as a boy in support of John Barrymore in "The Mad Genius," the Warner Bros. picture now at the Theatre was born in Chicago in 1918.

Among his pictures are "Judgment of the Hills," "The Desert Pirate," "Little Micky Grogan," "When the Law Rides," "Terror Mountain," "The Circus Kid," "Idaho Red," "Trail of the Horse Thieves," "The Rainbow Man," and "Blaze O' Glory."

He makes much of his few feet of film in "The Mad Genius."

"He Shall Be ME"



"I will pour into him my soul — my genius. In him all my ambitions will be fulfilled!"

But a girl stole his masterpiece from him!"

JOHN BARRYMORE

in the dramatic climax of his brilliant career

The Mad Genius

with

MARIAN MARSH
the season's sensation!
CHAS. BUTTERWORTH
Donald Cook

STRAND

A WARNER BROS. & VITAPHONE PICTURE

Cut No. 1 Cut 20c Mat 5c

Thrilling! Romantic! Dynamic!

When the ultimate is attained in drama—When a masterpiece such as this unfolds to the world—There is no question of its power, its emotion, its appeal! All humanity hails it as immortal!



He'll thrill you as a madman. Sear your soul as a genius!

JOHN BARRYMORE

greatest dramatic master in his greatest dramatic role —

The MAD GENIUS

with MARIAN MARSH
CHAS. BUTTERWORTH
DONALD COOK

STRAND

Cut No. 8 Cut 40c Mat 10c

Carmel Myers Again Supports Barrymore In "The Mad Genius"

(Biography Sept. 30, 1931)

"The Mad Genius" is the second Barrymore picture within the past few months in which Carmel Myers has played an important role.

After her work in "Svengali," she was chosen by Warner Bros. for the part of Preskoya in the story of the Imperial Russian ballet in "The Mad Genius," which is playing now at the Theatre.

Miss Myers can be counted upon for a uniformly good performance in any role she undertakes. A native of San Francisco, California, she entered picture work in 1917 and though she has several times retired from the screen of her own volition she has made periodic and highly successful returns to the screen from time to time. Among her pictures are "The Red Sword," "Broadway Scandals," "The Ship from Shanghai," "Girl from Rio" and "The Ghost Talks."

Miss Myers is five feet four inches in height, weighs 123 pounds and has green eyes and dark hair. Her favorite sports are tennis and polo. She is married and lives in Hollywood.

Life Story Of Lovely Marian Marsh Is As Amazing As Brief

(Biography Sept. 30, 1931)

Marian Marsh, who for the second time appears as leading lady to John Barrymore—this time in "The Mad Genius," the Warner Bros. picture now at the Theatre, might have been unknown but for her elder sister, who while working as an extra used every means available to see that Marian got a chance for a screen test.

The fates willed it that Warner Bros. were at the time looking for new players and many were given an opportunity to face the cameras. Marian, in turn, thought of her brother, Edward Morgan, and the two went together to the studios, both had tests and both secured contracts.

Marian's big moment came when she was taken to Mr. Barrymore, who, though sick abed at the time, was looking for a leading lady to play the part of Trilby in "Svengali." Many were called for try-

MAE MADISON IS IN CAST OF "THE MAD GENIUS" HERE

(Biography Sept. 30, 1931)

Mae Madison who appears in support of John Barrymore in "The Mad Genius" the Warner Bros. picture, now at the Theatre is the star pupil of the producers' School of Acting at Burbank, California, under the expert direction of Ivan Simpson.

Miss Madison's real name is Mariska Megyzsi. Though born in Los Angeles she is the daughter of an Hungarian violin-maker and wood-carver and her mother is a noted singer. When a small child she began the study of dancing and while working in a skit in a night club she attracted the notice of a casting agent.

She secured a bit in "Sunny Side Up," and as a result was given a test for another picture. This led to a contract with First National.

She has been seen in a number of recent pictures, among them being, "Bought," "The Bargain," "The Mad Genius" and "Expensive Women."

Mae Madison is five feet five inches tall, weighs one hundred and twenty pounds and has auburn hair and olive-gray eyes.

outs, but Marian was chosen. She looked the part and when the star heard her read some of the lines, he was convinced that no one else would do for Trilby.

Beside flowerlike and appealing beauty of face and form Miss Marsh evidences the rare ability of entering into the personality of the part she plays. Perhaps the fact that the blood of English, German, French and Irish ancestors flows in her veins, aids her in catching varying moods.

She was born on the island of Trinidad and was brought to Hollywood by her parents while still a small child. All her schooling was obtained in the film capital.

Miss Marsh is the athletic type and excelled in basketball when in school. She is five feet two inches in height and her weight is one hundred and two pounds. She greatly resembles Dolores Costello, wife of Mr. Barrymore.

Miss Marsh has appeared recently in "Svengali," "The Road to Singapore" opposite William Powell, "Five Star Final" opposite Edward G. Robinson, and in "The Mad Genius."

EXPLOITATION AND SPECIAL

Dramatic Highlight of the Year!

MAD in his desires
to possess the soul
of another man!

MAD in his methods
of ruling a woman's
secret passions!

MAD, stark mad
when one girl dares
defy his sinister
demands!

*The world will
never forget the
terrifying reality of
this performance.*



JOHN

BARRYMORE

The Mad Genius

with

MARIAN
MARSH

Charles
BUTTERWORTH
Donald Cook

NO WOMAN WILL
WANT TO MISS IT

35c until
1 P.M.

Con't. Performance
Noon 'til Midnight

MAIN
at
4th St.

COLISEUM

A Warner Bros. and
Vitaphone Picture

Cut No. 24 Cut 40c Mat 10c

X. Ploitation

Says:

"The Mad Genius" is by far Barrymore's greatest acting achievement in his stage or screen career. It overshadows anything that he has ever done before. In addition, you have as box-office bait Marian Marsh, the girl who has received more publicity in the last six months than any other player on the screen and to doubly insure the box-office success of this picture, Warner Bros. give you Charles Butterworth, Donald Cook, Carmel Meyers and Luis Alberni.

The important angles on which to base your campaign are Barrymore, the cast and one of the most startling stories the screen has ever known.

Read This:

Nothing could be more effective, nor in keeping with the theme of the picture than to stage a puppet prologue on the stage of your theatre. Puppet shows were the vogue many years ago and it would be a distinct novelty to revive one for the prologue of "The Mad Genius." Such a show would be more than an effect presentation. It would be a tremendous box-office value and would be a medium for an unusual amount of publicity and word of mouth advertising.

Select one of the scenes from the picture and have it enacted by the puppets. Be careful not to overdo this prologue as puppet shows become very monotonous unless they are exceptionally conducted. It should not run more than six or seven minutes. The puppets should be costumed in keeping with the costumes worn by the players of "The Mad Genius."

Though prologues are not as popular as they were years ago, this one offers you a chance to really cash in on one that is absolutely novel, distinctive and box-office.

Another way of putting on this puppet show is to hire four dancing girls and dress them up to look exactly like puppets with straw hair and clothes to correspond with the puppets shown in "The Mad Genius." Of course, this presentation is more in the form of a dance with pantomime taking the place of dialogue. You might be able to tie up with a local dancing school and get these girls in return for the publicity you would give the school on your screen and in your theatre program.

LOBBY DISPLAY

It is important that you do not confine your lobby display to any one particular angle of this picture. The best way to include every angle is to follow the following suggestions.

Play up straight heads of Barrymore with copy describing his dramatic achievement in the role of "The Mad Genius" (see press sheet ads). Minimize the display of Barrymore in character.

Play up Marian Marsh, the sensational new screen star. Suggest the comedy relief

with enlarged heads of Charles Butterworth, who has become one of the ace comedians of the screen.

Get over the romantic angle by enlarging stills from your press and star sets, showing the love scenes between Marian Marsh and Donald Cook.

The theme of your lobby should be more in the artistic than the ballyhoo style. "The Mad Genius" is a picture of distinction. It cannot be sold as anything else. Every stunt, ad or display should be distinctive. Keep your campaign on as high a level as the picture itself.

WOMEN—

*he is your master!
Beware of his mad
power!*



JOHN

Barrymore

dominating,
fearful as

The MAD GENIUS

with MARIAN MARSH



Cruel passions!
Mad longings!
A monster playing
with the souls of his fel-
low beings!
Weird drama as
only Barrymore
can create it!

A Warner Bros. & Vitaphone Hit

CAPITOL

Cut No. 25 Cut 20c Mat 5c

DRAMATIC LOBBY SUGGESTIONS THAT CARRY FORCE AND APPEAL



Enlarge still (Mad Genius 71) and run in natural tones covering background in maroon. Title and copy in purple and Barrymore in bright red on a cream ground.



Mount stills (Mad Genius 92 and Barrymore 43) with flesh tint over both faces. Circles in back of Barrymore's head in different shades of green. Cast and copy in purple and title in red on a white ground.



Enlarge still (Mad Genius 70) and run in natural tone. Background of man's head in yellow with girl's dress in pink against blue ground. Barrymore is in maroon, title and copy dark blue on green panel.



Mount enlarged stills of (Mad Genius 4, 9, 92) and run flesh tint over features. Ground of heads is in black. Barrymore is in maroon, title is in yellow with copy in dark blue on an orchid background.

IMPORTANT COMMENT

The ads in this press sheet have been designed along two definite lines. Some contain heads of John Barrymore in the character of "The Mad Genius," while others show Barrymore "straight."

We have followed this procedure in order to give every exhibitor a choice depending entirely upon the particular way in which his patrons have received John Barrymore in the past. If your public likes to see Barrymore in characterizations, you will naturally use the head of him in character. Should your patrons desire to see Barrymore in straight roles, use the straight heads of him. No matter which campaign you use you can be sure, that once the customers are in your theatre, they will receive the greatest screen treat Barrymore has ever given them.

ADS ON THESE TWO PAGES!



Today At Noon

APOLLO THEATRE 4th & Main

presents the dramatic masterpiece of the year. A story no producer has ever dared screen. A subject so daring in its theme it will amaze you!

JOHN BARRYMORE

Triumphant! Brilliant! At the height of his career.

in The MAD GENIUS

with
MARIAN MARSH
Hollywood's Newest and Loveliest Star
CHARLES BUTTERWORTH
Donald Cook Carmel Myers

A Warner Bros. & Vitaphone Picture

On The Same Program:
Robert L. Ripley
Ruth Etting and
Looney Tunes
Vitaphone
Shorts

SHE defied his demands —and won!

SHE was an ardent slave to his power!

SHE was the innocent prey of his mad desires!

PUPPET DISPLAY

Supplementing the above suggestions in your lobby, we suggest that you arrange a puppet display. You should be able to get puppet dolls in your town and use them for a puppet show. This can be either a real show with a man working the strings putting the puppets into action, or it can be a stationary show with paper mache hands holding the strings. Copy as per the following suggestions should be suitably displayed.

"John Barrymore As 'The Mad Genius' Pulls The Strings In The Lives Of Two Lovers."

Another copy suggestion is:

"The Man Was Mad But A Genius. He Thought He Could Control The Lives Of Two Lovers The Way He Controlled The Strings Of The Puppets."

NEWSPAPER CONTEST

The value derived from a good newspaper contest is inestimable. Today newspapers throughout the country are open for contests that will build their circulation. They will with the one suggested by you should be able to sell any live wire editor the idea of cooperating with you and putting it over.

A question that has received so many varied answers that the time is now ripe to put it to the public in the form of a newspaper contest. Every industry has a so-called genius, and the question might be enlarged to read, "Who Is The Genius Of Your Industry," or, "Who Is The Outstanding Genius Of This Town?"

A contest of this nature should be undertaken by a trailer on the screen of your theatre, which gives theatre publicity to the newspaper.

colleges will go for it in a big way. In fact, you might be able to get your local colleges to use this question as the basis for their next literary or essay lesson. You must, however, make the prizes impressive enough to warrant competition and your newspaper must take this up with whole hearted cooperation. The winners can be

should be undertaken by a trailer on the screen of your theatre, which gives theatre publicity to the newspaper.

TEASER CAMPAIGN

Nothing is more effective for establishing interest in an attraction than a teaser campaign. Below are some copy suggestions that can be worked into a most unusual and effective teaser campaign on "The

"The Man Is Mad, But A Genius. He Is Headed This Way."

"LOOK OUT! 'THE MAD GENIUS' Is Headed This Way."

Have the above copy printed on tack cards, one sheets and half sheets and post them all around town. Follow up this posting with:

"You'll Love 'The Mad Genius' The Way John Barrymore Interprets Him In The Great Warner Bros. Picture, Which Opens At The Strand Tomorrow."

"JOHN BARRYMORE Is 'THE MAD GENIUS' The Great Warner Bros. And Vitaphone Picture With Marian Marsh, Charles Butterworth At The Strand."

ACCESSORIES

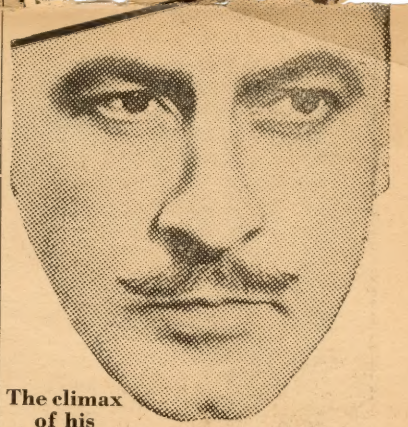
Unless you have seen the accessories prepared for your use on this picture, you cannot order them and do justice to your advertising campaign.

The twenty-four sheet has been designed with a distinct appeal to the fans that not only enjoy Barrymore, but the millions of others who have made Marian Marsh and Charles Butterworth their favorites.

The balance of the accessories, including the powerful three sheets, the actionful six sheet, the impressive one sheets, the window card, the insert card and lobby card are all in keeping with the bigness of the picture.

It will pay you to make a visit to your local exchange just to see the kind of accessories that Warner Bros. and First National are turning out for every picture in general and "The Mad Genius" in particular.

MOST AMAZING ROLE BARRYMORE HAS EVER PLAYED!



The climax of his career on stage and screen!

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in The MAD GENIUS

with
MARIAN MARSH
Chas. Butterworth



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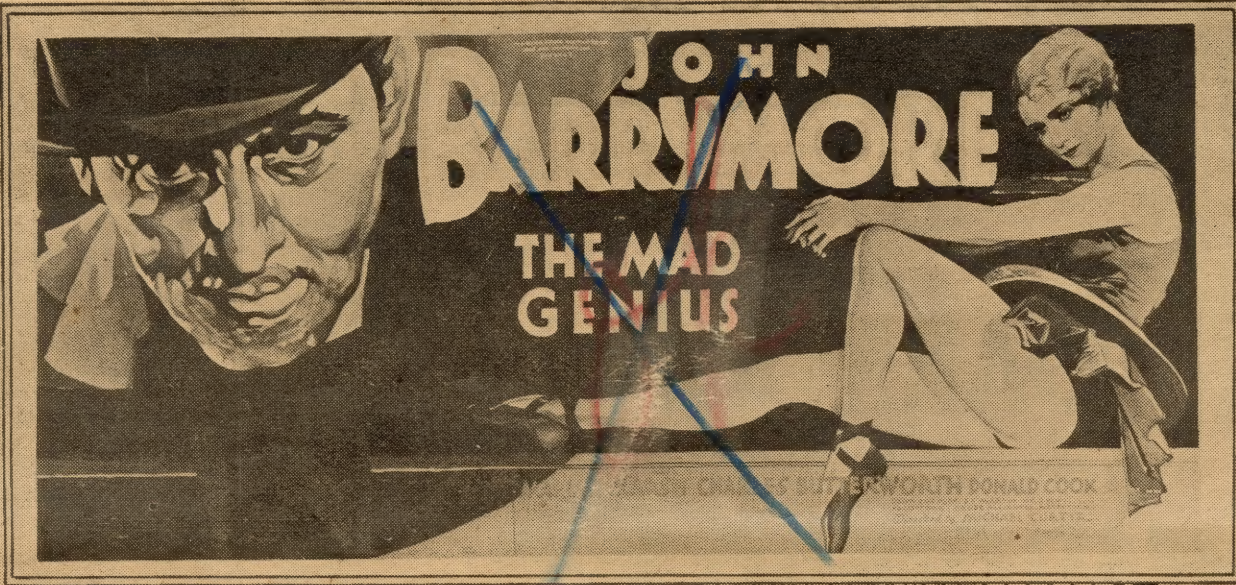
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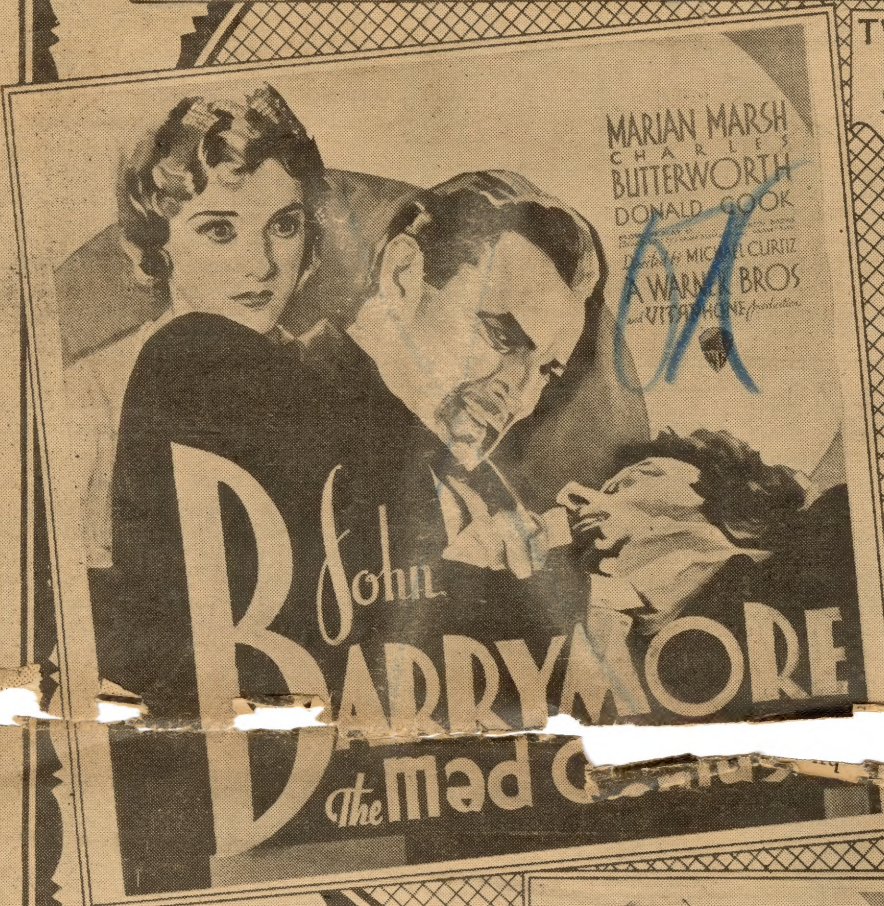
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Color Description of 24-Sheet

The twenty-four sheet on "Mad Genius" is forceful, dramatic and catching. With a head of John Barrymore given plenty of prominence supplemented by an attractive pose of Marian Marsh, all angles of this picture are smashed home. The background is entirely purple with the bottom panel in yellow. Barrymore's name lettered in green with a white strip through the center. Title orange, names of players purple and trade mark red. Head of John Barrymore in light purple shadows and Marian Marsh colored with blonde hair, red dress and red slippers.



SIX SHEET



TWENTY FOUR SHEET



SLIDE



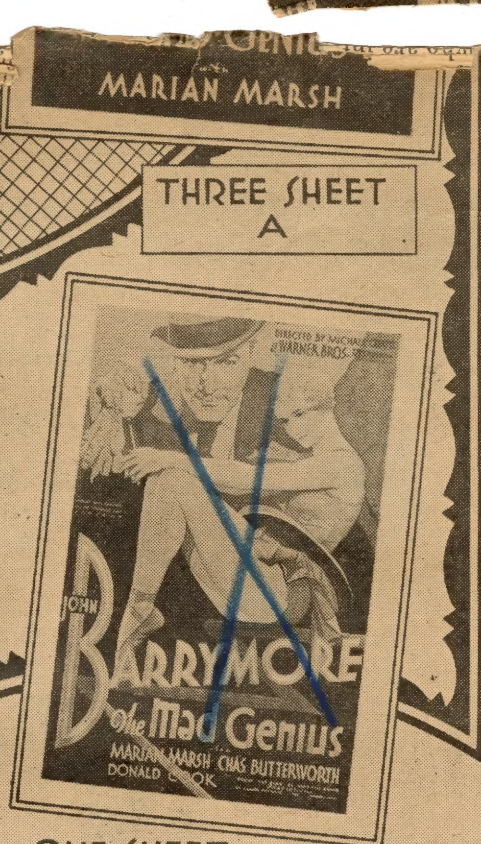
WINDOW CARD



ONE SHEET A



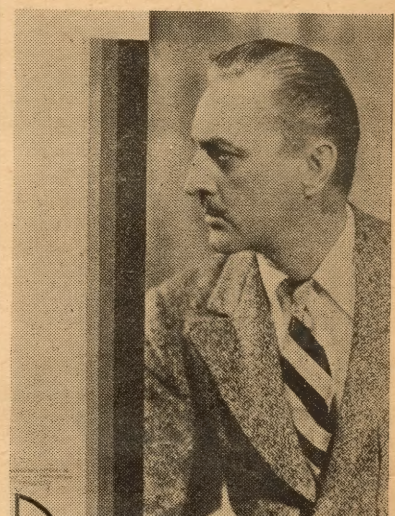
THREE SHEET B



ONE SHEET B



INSERT CARD



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